

Successfully Marketing a Prime Contractor

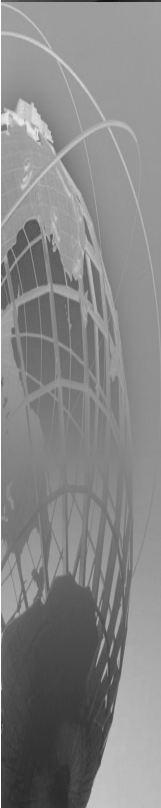
*The Right People, The Right Resources, The Right Solutions,
The Right Experience,*



SAIC
An Employee-Owned Company



Marketing a PRIME Contractor



Introduce your Company

Provide Company statistics

- Status – ex. VO, Hub Zone, HBCU, WO, etc.
- Size – Full-time Staff and Technical Personnel
- Location – domestic and international
- Government Schedules and NIC Codes

Highlight KEY Personnel and supply contact information

- President/CEO
- Contracts and Procurement Manager(s)
- Marketing Manager(s)

Who are you?



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Summarize your Company's Offerings

Highlight Niche Expertise

- Ex. – Web Development

Identify IT Capabilities

- Ex. - Systems Integration, Web Development, Business Process Re-engineering, etc.

Discuss Other Capabilities

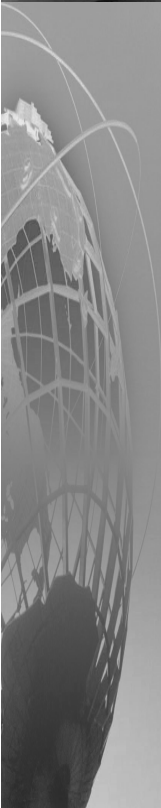
- Project Management
- Quality Assurance and Configuration Management
- CMM / CMMI and ISO 9001 experience

What does your Company Supply?





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Discuss Recruiting and Staffing

- How you find and keep good people
- Availability of resources
- Staffing Methodology (supply turnover metrics if available)

What is the core skill base of technical staff performing in support?

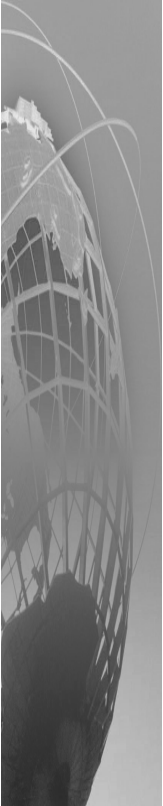
- Graphically depict critical skills of performing staff.

How does your Company Operate?





Know Your Audience!



Be knowledgeable of the Prime Contractor's business focus and its Customer

Discuss how your core capabilities relate to the business needs of the Prime and its Customer

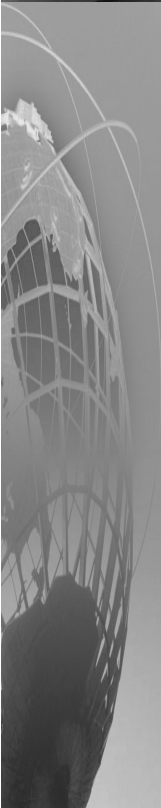
If presenting a Demo, tailor it to the Customer's requirements

What do you know about what I do?





Past Performance



Relevant Past Performance is an Essential Discriminator

Past Performance should address at least one of the following criteria:

- Performed similar technical work (ex. Legacy to Web Integration)
- Previously provided IT support to the Contractor or its Customer/Agency

Slide Contents:

- Identify Customer /Agency for which task was performed
- Approximate contract value and duration
- List Prime and/or Partners
- Summarize SOW
- Show alignment between Past performance and Prime Contractor requirements

Exceptional Past Performance is a strong referral





Differentiators



What Distinguishes You From Other Small Businesses?

- Technical Capabilities
- Business Style
- Ability to Attract Excellent Talent
- Niche products or applications
- Prior experience with the Customer

•What Makes the Contractor Want to Partner With Your Company?

Why your Company?

